

Message Text

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PAGE 01 BUDAPE 03366 281506Z

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ACTION CU-04

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R 281355Z SEP 76
FM AMEMBASSY BUDAPEST
TO SECSTATE WASHDC 7058
INFO USIA WASHDC

UNCLAS BUDAPEST 3366

E O 11652: NA
TAGS: OEXC SCUL HU
SUBJ: CU/ARTS - LOS ANGELES PHILHARMONIC (LAPO):
REQUEST FOR COMMERCIAL COVERAGE BY HUNGARIAN
TELEVISION

1. INTERKONZERT CONTACTED PAO ON BEHALF OF HUNGARIAN
TELEVISION TO INQUIRE ABOUT FEES THAT WOULD BE CHARGED
FOR TELECAST OF ONE OF LAPO CONCERTS.

2. BOTH INTERKONZERT AND HUNGARIAN TELEVISION FULLY
AWARE THAT PRESENT ARRANGEMENTS ALLOW ONLY FOR ONE-
MINUTE TV FILM CLIP PLUS POSSIBLE SEPARATE INTERVIEW
WITH MAESTRO MEHTA, AND THAT NO CHANGE IS EXPECTED
IN THIS REGARD.

3. IN LIGHT OF OVERWHELMING INTEREST THROUGHOUT
HUNGARY IN THIS TRULY HISTORIC EVENT, THE FIRST POST-
WAR APPEARANCE OF AN AMERICAN SYMPHONY ORCHESTRA,
HUNGARIAN TELEVISION IS PREPARED TO MAKE A CONSIDER-
ABLE HARD CURRENCY INVESTMENT IN ORDER TO OBTAIN
TV RIGHTS FOR ONE CONCERT.

4. SPECIFIC QUESTIONS TO WHICH ANSWERS WERE REQUESTED
ARE:

A. WHAT WOULD BE FEE IF COMPLETE SECOND CONCERT
(COPELAND AND BRAHMS) WERE TO BE TELEVISED.

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B. FEE IF ONLY THE BRAHMS IS TELEVISED.

C. FEE IF ONLY TEN MINUTES OF THE BRAHMS ARE
TELEVISED.

5. BOTH HUNGARIAN TELEVISION AND EMBASSY UNDERSTAND
THAT CU/ARTS CAN ONLY RELAY A MESSAGE IN THIS INSTANCE,
AND IS NOT IN A POSITION TO NEGOTIATE WITH LAPO
OVER FEE. AT SAME TIME, IT SHOULD BE KEPT IN MIND
THAT IN A COUNTRY STARVED FOR OUTSTANDING AMERICAN
CULTURAL EVENTS AFTER A 30-YEAR DRY SPELL, DIFFER-
ENCE BETWEEN 4,800 AND 4,800,000 HUNGARIANS SEEING
AND HEARING LAPO IS MORE THAN JUST A MATTER OF THREE
ZEROES.

6. EMBASSY HOPES THAT CU/ARTS WILL BE ABLE TO CON-
VEY A SENSE OF EXCEPTIONAL CIRCUMSTANCES INVOLVED
TO LAPO, AND PERSUADE THEM TO PROPOSE A FEE WHICH BY
U.S. STANDARDS IS MINIMUM REQUIRED BY UNION AND COM-
MERCIAL CONSIDERATIONS.
HARDY

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